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The International Shoe and Leather Weekly

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Shoes



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Mandarin Calf is the leather
that sells your shoes**

WHERE men of good grooming gather, immaculate taste is reflected in shoes of chrome-tanned Mandarin Calf. This fine leather — with its mellow, brown color, rich gleam, and flawless finish — always keeps good company.

And when you sell shoes that satisfy your customers' innate good taste you build a profitable repeat business . . . so be sure to check the Gallun numbers in your orders to leading manufacturers — and remind your customer that you are fitting him with shoes of Gallun's famous tannages — it's a real selling point. *A. F. Gallun & Sons Corporation, Tanners, Milwaukee, Wisconsin*

Mandarin Calf

chrome-tanned

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Norwegian Calf

boarded grain

Cretan Calf

smooth, but not glazed

LEATHER and SHOES

ESTABLISHED 1890

Vol. 124

November 8, 1952

No. 19

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A. C. LAWRENCE TO CHANGE CORPORATE STRUCTURE
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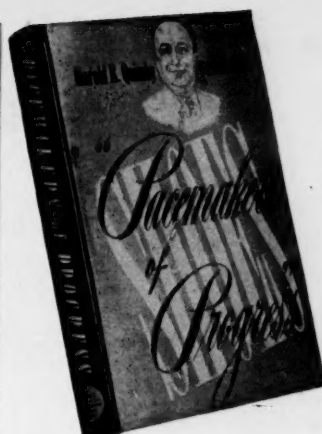
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SELLING—SHOES BY GUESS OR BY TEST?

Sales research— learning what the consumer really wants

SHOE business has always been known as a "high risk" venture. It operates with a much greater degree of "gamble" or "speculation" than does the average business or industry. There are several principal kinds of risks involved. But perhaps the biggest and most important is the style factor.

If a line happens to be styled exactly in tune with whimsical public taste in any given season, the maker and seller hit the jackpot. If it isn't, results can be disappointing, and in some cases catastrophic. It is one of the oldest—and often one of the saddest—stories in shoe business.

One misfortune about it all is that most shoe men, whether manufacturers or retailers, are resigned that this is an "inevitable" part of the business. After all, they say, all business is risky. Nobody can pick the winners consistently. As a result, you have to take the red ink with the black.

Based on Fallacy

We've already said this kind of attitude is a misfortune. We'll also add that it's based on a fallacy. To carry our contention further, there is no good reason why the risk factor should be greater in shoe business than in the average business.

The fallacy of "high risk" has two serious detrimental consequences. First, style lines that miss the season's target in public wants and tastes result in losses for the manufacturer and retailer. Second, the cumulative effect of these losses reduces industry production and sales by discouraging potentially higher per capita shoe consumption.

It all boils down to a simple equation. People would buy and use more shoes if shoes were designed more to fit public taste and need.

Now, that may seem like a paradox, a tricky play on words. But actually it contains, we believe, a deep and basic truth. The truth—if we may go out on a limb to state it frankly—is simply this: types and

LandS Editorial

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Up to 100, 10¢ each; 200-500, 5¢ each;
1000-3000, 2½¢ each; 5000 or over,
1½¢ each.

styles of shoes are first created by the industry, then presented to the public for acceptance.

Designers, stylists, sales managers, etc., endeavor to read "trends" and fashion products to these trends. They employ intuition, guesswork and prayer—never quite certain of the market, satisfied to hit the target somewhere around its edge. But bull's-eye sales shooting is regarded as something that must be left to luck.

Other industries, more modern and hence recognizing the value of using "scientific" principles in selling, do it differently. For example, no maker of home refrigerators would think of designing his product without first consulting many housewives and asking what they most want in a refrigerator design. No car maker would create a new design without having definite reasons, based on previous consumer testing, for making certain changes.

This is called "sales research" or "market research" or "consumer testing" or by a variety of other names. They all add up to the same purpose: first finding the needs and tastes of consumers, then designing the product to suit those needs and tastes. As a result, the products come much closer to the sales bull's-eye, have greater consumer appeal. When you create buyer appeal you create the magic note of inspiration that spells higher sales.

But perhaps the most outstanding accomplishment of this technique is the sharp reduction of risk. The more "guess" there is behind the fashioning of a product, the greater the risk, and vice versa. By reducing the guess factor through sales research or consumer testing, these in-

dustries have made lengthy strides in cutting their losses while at the same time increasing their sales.

Why shoe business insists that it is, or must be, different, is a mystery. It is pretty much admitted that there is little or no sales research employed in the shoe industry. It may be argued that the best method of consumer testing is the rejection of unwanted products and the acceptance of those desired.

The only point omitted is that of what happens to the products rejected. These amount to a heavy loss seasonally to the maker and seller, and to the industry as a whole. They also take a huge bite out of the potential per capita sales and consumption of the product.

Know Customer

Everyone knows the wisdom of Socrates' famous words, "Know thyself." There is equally as much wisdom in the words, "Know thy customer."

But does the industry really know its customers? There is no concrete evidence of it. The best evidence to the contrary is that shoe business is called a high risk business, largely because of the changing style factor. Well, there are numerous industries where the factor of constantly changing styles is involved, but where the risk is much lower. Thus style change in itself cannot be the excuse. The basic shortcoming is style change by guess rather than by test.

The American consumer is undergoing significant and rapid changes in his living habits, and hence in his clothing tastes and needs. If these tastes and needs can be "scientifically" anticipated through sales research, the industry's "inevitable" seasonal losses might prove to be not so inevitable, after all. And what's more, because the industry's products are created to strike the bull's-eye rather than just anywhere on the target of buyer appeal, sales might well be given a surprising impetus upward.



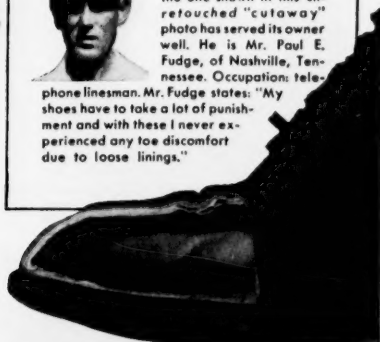
It's a Rugged Job
BUT "CELASTIC" BOX TOES
 ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style and toe comfort, in play shoes, in street shoes... and in work shoes.



Like all Celastic Box Toes, the one shown in this unretouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: telephone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



*Celastic is a registered trademark of the Celastic Corp.

UNITED SHOE MACHINERY CORPORATION
 BOSTON, MASSACHUSETTS

Stylescope

SHOE FASHION NEWS AND TRENDS

Black patent takes lead for Spring. In September, this page reported tremendous sales of black patent, at that time totalling more than 50 percent over the same time last year. It was obvious then that black patent leather shoes would be out in front, although by how much or why was not too apparent. National Shoe Fair in Chicago found retailers ordering very heavily in both black patent pumps and stripping type sandals. Another important fashion note is black patent used as trim, especially as heel covering to add sparkle to otherwise simple designs.

Black patent and white combinations also outstanding. A trend toward strong acceptance of this combination was also reported on this page, and proved itself at National Shoe Fair. This is considered a high fashion color combination, not viewed as staple black or staple white. Interesting designs, especially those with a coronation appeal, are being shown on this theme. Combination is receiving enthusiastic response by retailers.

Smooth leathers still on top. These have been good for past several seasons and again Show response on them positive. Something new in smooth calf developed by Davis Leather Co., Ltd., New Market, Canada. A new leather surface, is called "Bark" and comes in six colors. Leather has a unique "shantung" effect, which is newsworthy. This new leather fits in well with demand for smooth leathers, especially in browns.

New pointed toe last establishing trend. Since re-introduction of pointed toes with tapered toe lasts last year, this styling has been bouncing around from variation to variation. A positive acceptance of modified taper toe well established by now. However, new last seems to be latest important development in this general trend.

Square U-throat being used with this last. Shoes have definite new silhouette look. Toe is extremely pointed—

needlepoint toe. Ball or tread is wide, as wide as standard pumps if not wider. At present, styling details are being kept simple. Whether or not trimming or other design innovations will be added to this silhouette remains to be seen. However, at present, many feel that this last is the one of all tapered toe ideas which will definitely take hold.

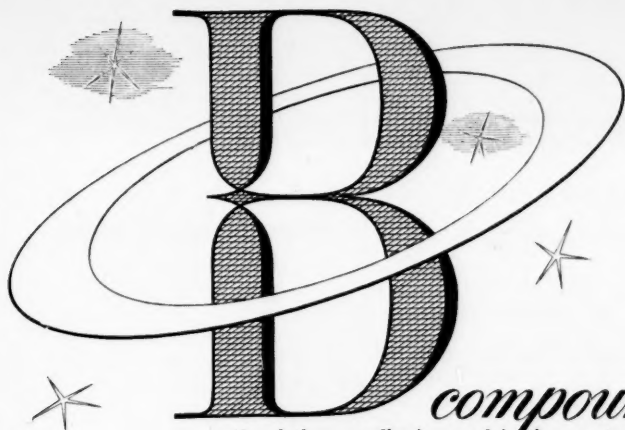
Trimming ideas on pumps still important. Colorful ideas on dressing up pumps, continually forthcoming. Here are three more by Venus Art Embroidery Co., Inc., of New



York. At the left is a one-sided effect on vamp, repeated on heel. Cutouts embroidered with Day-Glo thread to give luminous effect; stem between cutouts stitched with Day-Glo. Center, metallic cord circles connecting one another to give mudguard effect. Small nailheads placed above and below circles where they meet. At the right, pearl nailheads outline cutouts on vamp embroidered in self thread.

Mesh again a leading factor in Spring and Summer styling. This material still holds its own as strong sales appeal item with good consumer acceptance. Newest feeling in mesh is a shadow weave, which features finer type mesh than seen heretofore. Openings are extremely tiny. This is good for embroidery treatments which promise to be important again. New designs are colorful, many being given style impetus with timely coronation theme.

Rosalie Mary Garian



compound... is our name for the sensational thermo-adhesive used in the construction of six important new box toe materials. Cream white in color, it is both clean to handle and clean in shoes. It softens speedily in box toe apparatus and permanently bonds the vamp lining to the box toe. Toe walls and domes are uniformly rigid yet their rearward portions are as you want them to be — flexible — and comfortable to the foot. Seven years in our laboratories, B compound, and the structural plastic films used with it, represent the latest — and the ideal — box toe construction for volume shoemaking.



For samples and further information please write Beckwith Manufacturing Company, Dover, New Hampshire, specifying the particular material you are interested in and enclosing patterns or tracings of the sizes wanted.



	#2 WHITE	3DNC	DCL-50	NC	2GF	4GF
FOR }	WHITE FELT BASE Women's & Juveniles	WHITE FLANNEL BASE Women's & Juveniles	WHITE LAMINATE Juveniles	GREY FLANNEL BASE Women's & Juveniles	GREY FELT BASE Women's & Juveniles	GREY FELT BASE Men's



SHOE INDUSTRY REPORT*

Current outlook for sales, output, raw materials and prices

By William Sheskey

Economist, National Shoe Manufacturers Association

RETAIL shoe sales for the first eight months of 1952 do not present a clear pattern. Dollarwise shoe sales for the first nine months of 1952 are approximately equal to sales for the same period in 1951. This, of course, points to a considerably greater volume of shoe sales in pairs due to a decrease of approximately 15 percent in shoe prices. The reporting chain stores show an increase in sales for the first nine months of 1952. In the period January through September 1952, total sales for the reporting chains were approximately \$211,320,000, as compared to \$205,390,000 for the same period in 1951, approximately a 3 percent increase in dollars. However, the number of shoe chain stores of these reporting chains also increased from 1,715 to 1,767 stores. So, on the basis of dollar sales per store, the 1952 and 1951 dollar sales are about equal.

Department store retail sales, as reported by the Board of Governors of the Federal Reserve System, show a slight decrease in dollar sales for the first eight months of 1952 as compared with 1951. The Department of Commerce report on retail sales for all stores, which is available for only the first seven months of 1952, shows a 3 percent decrease in dollar sales.

On the wholesale level, the Department of Commerce figures show 280,369,000 pairs of shoes shipped in the first seven months of 1951, and 289,363,000 pairs shipped in the same period in 1952, a gain of 3 percent.

Reports from the retail trade indicate that there has been a pickup in sales in October. Most of the retail trade feels that for the remainder of this year and the early portion of

next year, the retail picture will be quite good. This is encouraging; however, such forecasts must be viewed with extreme caution.

Shoe production for the first eight months of 1952 was greater than for the same period in 1951. In the period January through August this year, shoe production was 337,128,000 as compared with 319,949,000 in the same period in 1951, a gain of 5.4 percent. The production in these first eight months of 1952 was also greater than in the same period for 1950. In 1950, in the first eight months, 323,706,000 pairs of shoes were produced, which was 2.6 percent less than were produced in the same period this year.

These figures indicate that if the shoe industry continues to produce at its current rate this should be a 500,000,000 plus year, a return to approximately the 1950 level of production.

In order that you might make a comparison between the estimated production necessary to meet potential consumption, the chart which we refer to as "par" is included here with monthly production figures to show excesses and deficits in the relation of actual production and the estimated production necessary to meet consumer needs. Reference to this chart will quickly show that in the first nine months we have produced 7.1 millions more shoes than is necessary to meet the estimated consumption. (Estimated consumption based on 492,000,000 pairs per year adjusted for seasonal variations.)

Raw Materials

The Agricultural Department has predicted a total meat production in 1953 which will set a "record peace-

(Continued on Page 29)

SHOE PRODUCTION

January-September, 1952

(Millions of Pairs)

Month	Original Estimate of Production Needed to Meet Potential Consumption*		Excess or Deficit	Revised** Estimate	Excess or Deficit
	Production				
January	41.3 (Census)	40.0	—1.3	41.0	— .3
February	42.5 "	40.0	—2.5	41.0	—1.5
March	44.0 "	45.6	+1.6	46.7	+2.7
April	43.0 "	39.6	—3.4	40.6	—2.4
May	41.0 "	36.8	—4.2	37.7	—3.3
June	39.7 "	38.8	— .9	39.8	+ .1
July	39.0 "	34.0	—5.0	34.9	—4.1
August	46.5 "	44.8	—1.7	45.9	—0.6
September	42.0 (T.C. Prelim.)	43.2	+1.2	44.3	+2.3
October		42.4		43.5	
November		37.6		38.5	
December		37.6		38.1	
		480.0	—16.2	492.0	—7.1

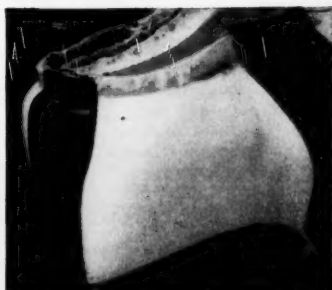
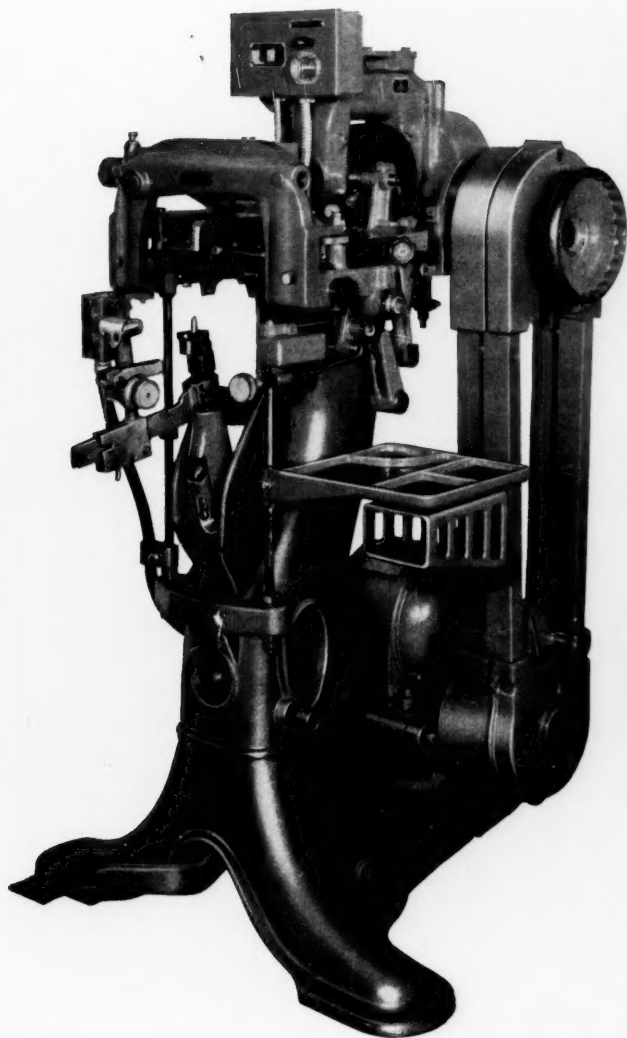
*This estimate based on 480 million pairs per year adjusted for seasonal variations.

**This revised estimate is based on 492 million pairs per year, an average of 41 million pairs per month, adjusted for seasonal variation. The 492 million pair figure was based on the 1951 estimated average consumption of 3.13 pairs of shoes per person and a population of 157 million.

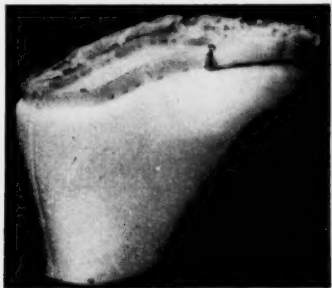
*Quarterly Survey report to NSMA Board of Directors Meeting, Oct. 28, Chicago.

USMC Sewed Seat Lasting Machine—Model A

DESIGNED FOR THE JOB



Improved heel seat feather lines due to tight, positive lasting under heat and pressure. Machine handles complete range of sizes; children's to men's size 15.



Better insecaming — better shoe-making in following operations — because wipers form definite crease next to rib.

This new machine is designed to give you constant uniformity in sewed seat work. Its automatic operation provides quality work at a rate of production in line with other modern high production lasting room machinery.

Ask your United Branch Office for complete details about this new **USMC** machine.

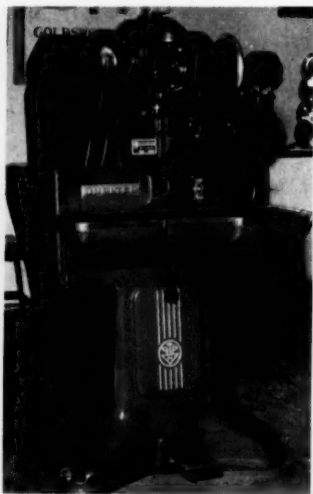
UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

NEW DEVELOPMENTS

What industrial science is doing to improve the job

HIGH SPEED OUTSOLE STITCHER

This new Danish machine, known as the Jupiter model, is capable of 1,000 stitches per minute, and even at this high speed provides a solid, good quality stitch. Length of the stitch is from 1.8 to 9 millimeters



and can be used for materials of up to 16 millimeters in thickness. To further increase output the machine has an extra large shuttle spool; automatic bobbin ejector for insertion of new bobbin; thermostatically controlled electric heating for wax pot; one treadle with automatic device for raising and lowering presser foot; built-in motor with two-speed pulley; motor-drive bobbin winder.

There is an automatic stop so that the needle is always up when the machine is at a stop. There is a central cooling system and an automatic shuttle oiling device.

The machine may be purchased outright at approximately \$2,740, complete with motor and installed, F.O.B. Kitchener, Ontario, Canada. The Vilh. Pedersen Machine Works, maker of the machine, has arranged

for servicing personnel to cover U. S. shoe factories using the machine.

Source: R. D. Goldsworthy & Co., Ltd., 472 Mill St., Kitchener, Ontario. This company is Canadian distributor of this machine for Pedersen.

NEOLITE "SUEDE"

An improved sueded material made of Neolite has just been introduced. The material will not mat or crock, and is easily cleaned, according to

the makers. The material is of standard gauge, uniform in quality, is easily and economically cut and processed. Its cost is substantially less than genuine suede. It may be adapted for use on any type of footwear as well as in handbags and other accessories.

Source: Shoe Products Division, Goodyear Tire & Rubber Co., Akron, Ohio.

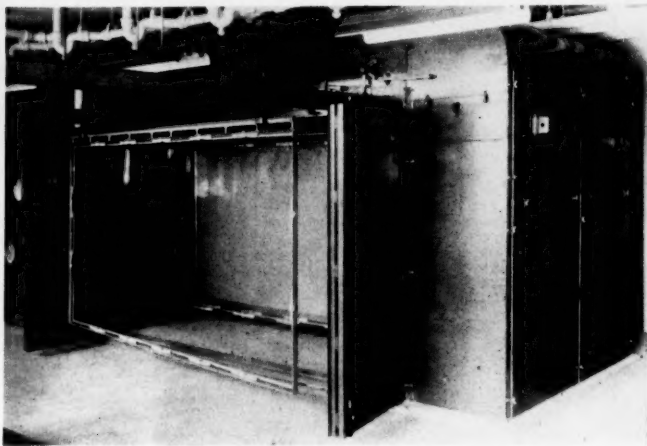
HIDE AND LEATHER DRYER

A new fully automatic dryer comes in a compact, modern unit, will dry everything from the largest and heaviest hides to small samples. This versatility as to stock size and different materials is provided by the addition of three tray compartments, for samples or small-lot drying, to the basic machine.

Full load capacity of the pilot dryer (see picture) is 15 frames for large

double-hinged doors and trussed roof afford maximum drying area.

Standard equipment includes instrumentation for automatic control and recording of wet and dry bulb temperatures, pre-determined drying cycle, exhaust damper and fans, and any desired degree of relative humidity. The machine, originally designed and developed for the Leather Engineering Research Department of Lowell Textile Institute, Lowell,



hides, but additional drying area may be built as needed by the tanner. The frames run on monorail hangers for efficient loading. Frame inserts are of plate glass, porcelain, or perforated metal, as desired. Wide,

Mass., is applicable to all hide and leather drying operations in the tanning industry.

Source: C. G. Sargent's Sons Corp., Graniteville, Mass.

(Continued on Page 31)

**Compact...
Economical...
Efficient!**

**NEW MILLER
PEDESTAL TWIN
TREEING
MACHINE**

Simple in design and operation... compact... the new Miller Pedestal Twin Treeing Machine has several new and helpful features. The ratchet action provides eight degrees of expansion in the stretch-off mechanism for holding varying styles of men's and women's footwear securely and provides a higher degree of stretch-off than previously obtained. When released, shoes can be slipped off without disturbing carefully smoothed uppers.

Other advantages that make this highly service-

able machine pay off are fewer parts, greater ease of assembly and practically no maintenance. Both tray and work head are adjustable to operator's convenience and the all metal construction greatly reduces fire hazards. Write today for catalog and complete information about this machine with or without fittings as shown.



O. A. MILLER COMPANY
Branch of United Shoe Machinery Corporation
PLYMOUTH, NEW HAMPSHIRE



Reports now beginning to jell on sales action at National Shoe Fair. High level of buying activity surprised almost everyone. Most figured there'd be the usual shopping tour, with actual orders to follow three-six weeks later. But bookings at the Fair proved the heaviest since the end of the war. Many manufacturers report orders to carry them well into 1953 — with much of this business booked at the Fair.

None of this should have come as any surprise, however. Retailers' anxiety about deliveries for spring was chief motivating force for placing substantial orders at Fair. Add to this good liquid cash position of most retailers, plus anticipated big spring and Easter consumer buying, plus expected high level of national economy at least through first half of '53. All these, plus other factors (including recent wholesome level of retail shoe sales), added up to the "surprise" buying push at the Fair.

Irony is that some manufacturers are expressing concern despite current little boom. Being heard is, "How long will it last?" Fear based on famine-follows-feast-and-vice-versa pattern that plagues the industry. For example, 1946 feast followed by '47 famine; 1950 feast, '51 famine; 1952 feast, and 1953 . . . ? Recent talk about "over-production" at current pace also a worry agent. Paradox is that even wholesome prosperity carries anxieties with it.

Shoe business sure to move at high, fast level up to Easter, anyway. That's for sure, based on current orders, and more to come at and after Popular Price Show late this month. Those pointing to retail sales being a little below production overlook one fact when they talk over-production. That's sub-normal status of many retail shoe inventories. So if some of present and near-future output goes into inventory only, situation will still be normal, without glut.

In months to come, however, overzealous retailers could do a bit too much buying which might backwater. Much depends on Easter and spring season. A good one could set stage for making 1953 another big production year.

Keep in mind one significant point: economic conditions are relatively sound. No war-scare buying; no runaway prices; no threat of shortages; no frenzied demand. Radically different picture from that of late '50 and early '51. This time it's healthy, sane, reliable.

Some excesses, of course, as always, even under most normal conditions. But present status is on firm ground.

Government's list of basic materials in short supply — some of which affect production of leather and shoes — grows shorter all the time. Latest monthly edition of list no longer contains rubber sole crepe, pale crepe grade 1X-2, natural dry, latex and reclaimed rubber.

Domestic hides and skins, in group 2 for a long time (materials in approximate balance), now shifted to group 3 (materials in fair to good supply). Chinese hog bristles and wool grease remain in group 1. Animal glues still in group 2.

U. S. shoe manufacturers overlooking "singular opportunity" in not opening large shoe factories on West Coast. This is belief of E. Floyd Forbes, manager of Western States Meat Packers Association.

Forbes, a San Franciscan, recently told members of National Hide Association that Pacific Coast offers potential market of 50 million pairs of shoes annually — plus a continually expanding market. Significantly, he pointed out that West provides 15% of nation's hide and skin supply. Most of these are shipped back to East for processing, shipped back to West again as finished leather products. Freight charges must be added to cost of finished product, can be saved in shoes sold in West, made in West from Western hides and skins.

Soviet Russia's production of footwear improving in quantity although little in quality over past two years. This is word of Isaac Deutscher writing in Oct. 28 issue of *The Reporter*. Article entitled: "Soviet Production: Steel Before Shoes."

Deutscher says Russia has been running armament race "barefoot, half-naked and undernourished." Until quite recently, Soviet footwear output was never enough to provide enough shoes for more than a fraction of population. However, Russian factories in 1951 and 1952 have managed to turn out one pair for every Russian citizen. Only trouble is that Communism or no, the distribution doesn't quite work out as statistically intended. More favored classes buy several pairs a year; less favored cannot even afford one pair. There is hope, however. Latest Five Year Plan promises average Russian family of five another two new pairs of shoes per year. At this rate, whole family gets re-shod every two and one-half years.



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SACO-MOC SHOE PLANT TO REOPEN

A. W. BERKOWITZ PURCHASES ALL ASSETS

Operations To Be Resumed Immediately

The month-long consternation brought on the townspeople of Portland, Me., by the shutdown of the solvent Saco-Moc Shoe Corp. plant on Oct. 17 was transformed into new hope this week with the announcement that Abe W. Berkowitz, owner of Bourque Shoe Co. in Raymond, N. H., has purchased all physical assets of Saco-Moc.

More than 400 former employees were told that their former jobs will be available when the factory reopens within a few days. The new concern will produce the same moccasin type footwear formerly made by Saco-Moc, according to Berkowitz.



Berkowitz added that the same management will continue to operate the plant. Abe Bloom will remain as vice president and sales manager and John Merry as general superintendent. Berkowitz will assume duties as president and treasurer of the concern, to be known as Lone Trail Shoe Corp.

Bloom reported that former employees are already being recalled to work and production will be resumed shortly. A starting daily schedule of 4,500 pairs is planned with expansion to over 6,000 pairs as soon as all operators return to work.

Bloom said that only the physical assets of Saco-Moc have been purchased by Berkowitz. Nathaniel P. Lyons, a close friend of Berkowitz, and former president of Saco-Moc, has retired.

Bloom reported that he is already soliciting new orders from his regular accounts.

Berkowitz was a founder and first president of The 210 Associates, Inc., national philanthropic organization for the shoe industry, and has served as treasurer for several years. He also is treasurer of the New England Shoe and Leather Association and was recently elected a director of the National Shoe Manufacturers Association.

Townspeople of Portland, where Saco-Moc is the largest industry, had been in an uproar since Oct. 17 when ex-president Lyons closed down the plant without apparent cause, said it would soon be operating under a new management. More than three weeks passed with considerable speculation but no new developments. Local bankers said that Lyons was up-to-date on his lease payments of \$26,000 annually, could sublet the plant or keep it closed.

Meantime, the plant's 400 workers were idled, their \$13,000 weekly payroll suspended. The two-year-old factory, built especially for Saco-Moc by the town and regarded as the most modern in New England, remained shut down. Public auction of Saco-Moc's physical assets was scheduled to be held Tuesday, Nov. 13. Then came the announcement by Berkowitz, the auction was cancelled, and Portland breathed easier once again.

New England Chemists Will Meet November 17

The Chemical Club of New England will hold its annual Fall Meeting on Monday, Nov. 17, in the Hawthorne Room of the Parker House, Boston, Mass., according to B. L. Landers, chairman of the group's publicity committee.

Feature speaker of the evening will be Alton Hall Blackington, noted humorist and commentator, who will show his color motion picture "Yankee Newsreel." Blackington is noted for his narrations concerning New England people and places.

A roast beef dinner will be served at 7:00 p.m. The bar will open at 6:00 p.m. Reservations may be obtained from R. E. Nippes, Columbia Southern Chemical Corp., 30 Boylston St., Boston 16.

LAWRENCE BECOMES DIVISION OF SWIFT

Rising Costs Force Change In Corporation

Shareholders of A. C. Lawrence Leather Co., Peabody, Mass., leading tanner, will vote on a change in the firm's corporate structure at a meeting to be held Dec. 4 in Portland, Me.

Lawrence has been operating as a separate corporation although it is a subsidiary of Swift & Co. of Chicago, which owns more than 97 percent of Lawrence's outstanding capital stock.

Stockholders will be asked to approve the dissolution of the company as a separate corporation. The company will then be operated as the A. C. Lawrence Leather Co., division of Swift & Co.

Mounting Taxes

Principal reasons for the change, according to H. N. Goodspeed, president of Lawrence, are "mounting costs of doing business as an independent corporation, particularly the burdensome rise in corporate taxes."

Under the proposed change, minority shareholders will receive their share of the company's assets at the rate of \$13.00 per share. Remaining assets and liabilities will be distributed to Swift & Co.

There will be no change in the management of the company, Goodspeed said. Status of employees also will be unaffected.

BOSTON SHOE CLUB MEETS ON NOVEMBER 19

The Boston Boot and Shoe Club will hold the opening meeting of its 64th season on Wednesday evening, Nov. 19, in the Imperial Ballroom of the Hotel Statler, Boston, according to Club president C. Harvey Moore, manager of A. F. Gallun & Sons, Inc. in Boston.

Moore will serve as toastmaster and will introduce guest speaker Bill Cunningham, well-known newspaper columnist, who will speak on "How It Looks From Here."

Musical entertainment will be provided by Carl Moore, CBS radio star.

SHOE PRICES SHOULD REMAIN FAIRLY STABLE

Stevenson Says Shoemen To Hold Line

Shoe prices for the rest of 1952 and the early part of 1953 are expected to remain "relatively stable," according to W. W. Stevenson, executive vice president of the National Shoe Manufacturers Association.

In a statement at the National Shoe Fair, held in Chicago last week, Stevenson said most shoe manufacturers hope to avoid increases at this time despite increased costs since fall prices were established last spring.

An exception, however, is the case of shoes using calfskins which probably will have to be increased somewhat in view of the substantially higher cost of calfskin leather, he said. This will not affect children's shoes, baby shoes, boys' and youths' shoes, men's work shoes, and the bulk of footwear production which utilizes other types of leather.

Stephenson pointed out that shoe prices are only slightly higher than pre-Korea, and 15% to 20% lower than they were when ceilings were imposed in the early part of 1951.

Now that price controls have been eliminated, he said, shoe manufacturers and retailers again can merchandise their various price lines in accordance with customary industry practice and in many instances, price increases, necessitated by the advance of one particular kind of material, can be offset by price decreases on shoes made from other materials.

Summarizing the situation which exists today and is expected to continue into the foreseeable future, increased costs for both labor and materials will probably prevent price reduction. The industry will resist advances even though this may mean a further reduction in profits which probably will be below prior years, even though production in 1952 is running well ahead of 1951.

Shoe Association Elects Board Members

Eleven manufacturers were elected to three-year terms on the Board of Directors of the National Shoe Manufacturers Association at its Annual Meeting held last week in Chicago. Chairmen of Standing Committees were also elected.

Members who will serve on the board for the first time are: Abe Berkowitz, Bourque Shoe Co., Raymond, N. H.; William Emerson,

Dunn & McCarthy, Inc., Auburn, N. Y.; Adolph K. Krause, Wolverine Shoe and Tanning Co., Rockford, Mich.; and Samuel Wolff, Wolff-Tober Shoe Mfg. Co., St. Louis, Mo.

Others who were elected as directors for a three-year term at last night's meeting are: John A. Bush, Brown Shoe Company, St. Louis, Mo.; B. A. Gray, International Shoe Co., St. Louis, Mo.; Charles F. Johnson, Jr., Endicott Johnson Corp., Endicott, N. Y.; Paul O. MacBride, Milford Shoe Co., Milford, Mass.; J. O. Moore, H. C. Godman Co., Columbus, O.; Louis H. Salvage, The Louis H. Salvage Shoe Co., Manchester, N. H.; and H. O. Toor, H. Jacobs & Sons, Inc., Hanover, Pa.

Chairmen of standing committees who were elected at the meeting are: Trade Relations Committee, S. L. Slosberg, Green Shoe Manufacturing Co., Boston, Mass.; Membership Committee, David S. Cohen, M. Cohen & Sons Co., Inc., Long Island City, N. Y.; Resolutions Committee, Roger A. Selby, The Selby Shoe Co., Portsmouth, O.

CUDAHY SIGNS NEW AGREEMENT WITH CIO

First Of Packers To Give Union Shop

The CIO United Packinghouse Workers this week reached an agreement with Cudahy Packing Co. on a four cents an hour pay raise plus other benefits in a new contract retroactive to Oct. 27. This was the date when the CIO signed a contract with Armour & Co. which set the pattern for the industry.

The contract with Cudahy covers 10,000 workers in nine plants in nine states.

In addition to a new company-financed pension system, Cudahy granted a modified union shop, the first among the major packers to do so, under which new employees must sign a union application card when they are hired but may resign from the union between the 15th and 30th day of work or during the last 15 days of the contract.

"LEATHER IS FASHION" ON TV



Peter Roberts, left, newscaster and commentator on the "Mrs. U.S.A." NBC-TV program, and Lee Panton, director of the show, are shown stealing a glance at the beginning of rehearsal of the "Leather shoe story" as demonstrated by Naomi Sloan, fashion promotion director for The Ohio Leather Co. of Girard, O. Miss Sloan talked on shoes and styles on the first of a series of "Leather Is Fashion" TV shows sponsored by Leather Industries of America, Inc. The show itself present all-around fashions for women, featuring leather suits, coats and jackets and leather accessories for both men and women as well as home furnishing items.

FEINGLASS URGES LEATHER RESEARCH

Union Head Says New Uses Must Be Found

A concerted program of research to develop and promote new uses for leather and financed by substantial contributions from all tanners is the industry's number one requisite, according to Abraham Feinglass, vice president, International Fur and Leather Workers Union.

Speaking before the Tanners' Club of Wisconsin at its first meeting of the season held Oct. 31 at the Plankinton Hotel, Milwaukee, Feinglass said that the threat of instability will remain "so long as the industry fails to take decisive steps to meet the competition from synthetic materials which, as you all know unhappily, is taking a larger and larger bite out of potential leather industry markets."

Feinglass declared that no advertising campaign "by itself" will meet the problem. "Only if the industry is able to make goods which will invite real consumer demand can there be any solution."

The leather union official commented that the industry was making progress "when you, who represent management, are ready to listen to frank talk from the union . . . the presentation of a point of view which may often be at variance with your own." He recounted some of the benefits which the union has helped gain for its member-workers since 1940, when it first became active in the tanning industry.

"I'm not saying that all is well with the leather industry. You know and I know that many problems, some of them grave, still exist.

"I want to say something briefly about a number of those problems: First, it seems to me that there is not yet on management's side a full appreciation of what the Union means and the nature of the changes which it has brought into being.

"There are still some representatives of management here and there who have difficulty in adjusting to a collective bargaining relationship."

Feinglass also referred to "the Editors of an industry magazine" to whom the union "does not exist as an organization run by American workers for the purpose of improving their conditions as workers. We are a 'diabolic conspiracy' dedicated

to the overthrow of this nation . . . a group of deep-dyed bomb-throwers who, it is implied, more likely than not, believe in the nationalization of women."

The union official said IFLWU was committed to a program of organizing leather workers in the south where new tanneries were opening. He condemned current economic policies which "tend to cut us off from the huge potential market for leather existing over the world."

Citing the fact that two thirds of the people over the world are without shoes, he declared that our economic policies, "far from tapping any fraction of this giant potential market, tend to cut us off even further from such avenues of progress."

Luggage Excise Tax Totals Gain In September

The government took in 17 percent more in retailers' excise taxes on luggage in Sept., 1952, than in the same month a year ago, the Internal Revenue Bureau announces.

The total was \$5,955,020 in Sept. of this year, against \$5,117,561 in Sept. a year ago.

In the three month period ending Sept. 30 of this year, the government collections came to \$21,661,917 against \$19,637,758 in the same period a year ago.

Calco Sets Plant Safety Mark

Presentation of the American Cyanamid Company's Safety Award bronze plaque to its Calco Chemical Division in Bound Brook will highlight "Cyanamid Safety Reminder Week," S. C. Moody of Plainfield, Calco general manager and Cyanamid vice president, has announced. Calco won the award by working 4,271,464 man hours without a lost-time accident between March and Oct. 1, 1952.

American Cyanamid Co. has set aside the week of Nov. 3 through 8 as "Safety Reminder Week," as a starting point to better the Company's outstanding record in the chemical industry.

Calco's program will start with a safety rally on Monday, to which all employees have been invited. Special safety posters and detailed programs will feature such major phases of safety as plant housekeeping, fire safety, personal protective equipment, safety practices and safety conditions.

S. F. Spence, Cyanamid director of Safety and Fire Prevention, said the Company's exceptional safety record last year was 57 percent better than the rate for the chemical manufacturing industry. This represents a five percent improvement over Cyanamid's previous record.

LEATHER INDUSTRIES SHOW IN CANADA



The first trade show display in Canada by Leather Industries was shown at the annual Shoe and Leather Fair in Toronto, which drew many thousands of visitors from all parts of Canada as well as the United States. On view at the exhibit was scientific equipment from the Tanners' Council Laboratory in Cincinnati. During the week of the show leading Toronto department stores tied in with the Leather Industries "Leather Is Fashion" promotion. Many store windows were devoted to a variety of leather products, and mounted reprints of the group's four-color ad in HARPER'S BAZAAR were displayed on counters throughout the stores.

MILITARY BIDS AND AWARDS

SAFETY SHOE BIDS

Four shoe manufacturers competed for Invitation TAP-30-352-53-5, 18,996 pairs of russet, mildew-resistant safety shoes, with oil resistant sole and safety toe in regular and supplemental tariff sizes. Lowest prices quoted by A. R. Hyde & Sons Co., Cambridge, Mass., which offered to supply the total quantity at \$6.65; \$6.28; \$7.25; and \$6.88.

Hyde said it would not accept less than the total quantity specified under each of four separate items—1a) 10,032 pairs regular tariff sizes for Sharpe General Depot; 1b) 7,932 pairs of regular tariff sizes for Schenectady General Depot; 2a) 576 pairs of supplemental tariff sizes for Utah General Depot; and 2b) 456 pairs of supplemental tariff sizes for Schenectady. Hyde offered no discount and called for a 15-day acceptance. There were three other bidders:

Endicott-Johnson Corp., Endicott, N. Y.; all at \$7.24; \$6.93; \$8.19; and \$7.75; 15 days acceptance, net.

General Shoe Corporation, Nashville, Tenn., all \$7.21; \$7.01; \$8.12;

and \$7.92; 15 days acceptance, net. International Shoe Corp., St. Louis, Mo.; items 1a and b only at \$6.77 and \$6.64; 15 days acceptance, net.

OPEN HIDE BIDS

Kaufman Trading Co., N. Y. C., was low bidder at the opening of Invitation TAP-30-352-53-7 calling for raw cow and steer hides for Korean civilian supplies. Kaufman offered to supply 40,880 lbs. of raw salted cow hides at 21.55 per cwt.; and 122,640 lbs. of raw wet branded steer hides at 15.20 per cwt. Sixty days acceptance, net.

The only other bidder, Schmoll Fils-Deevy Corp., N. Y. C., just bid on item 2 (the steer hides) offering them at 15.53 per cwt. Sixty days acceptance, net.

BRISTOL BIDS LOW

Bristol Manufacturing Corp., Bristol, R. I., was low bidder at the opening of ASTAPA Invitation TAP-30-352-53-12 calling for 256,000 pairs of rubber-insulated combat boots.

Bristol offered to supply 130,000 pairs at \$12.81 per pair—all manufactured with 100% domestic wool; no discount was offered by the firm which did not quote prices for 100% wool, nor for a blend of both domes-

tic and foreign wool. All other manufacturers — there were eleven bidders in all—quoted just one price. Lowest were:

Hood Rubber Co., Watertown, Mass.; 128 thousand pairs at \$13.54 per pair; net.

Tyer Rubber Co., Andover, Mass.; 19,200 pairs at \$13.23; net; Tyer's bid specified that the firm would not accept less than 10,000 pairs.

Cambridge Rubber Co., Taneytown, Md.; 8,960 pairs at \$13.95; net.

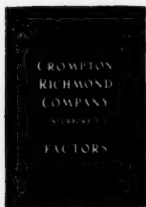
UNIONS AT ODDS

Announcement has been made by International Fur and Leather Workers Union that it has filed a brief with the National Labor Relations Board charging that United Tanners, Inc., in Dover, N. H., "manufactured issues where none existed" to delay a bargaining agent election at a plant in Dover.

The union's brief also claimed that the company "is seeking to frustrate the desires of its workers for a secret Government-conducted election."

• **Humberstone Shoe Co., Ltd.**, of Canada has declared dividend of \$1.25, payable Nov. 15 to shareholders of record Oct. 31.

LIKE SELLING FOR CASH



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DEWEY AND ALMY FINDS SALES IMPROVED

Increased sales, resulting in part from production of new facilities, by the end of Oct. made up operating losses incurred earlier in the year by Dewey and Almy Chemical Co. of Cambridge, Mass., according to Bradley Dewey, president, who said a profit was indicated for the full year.

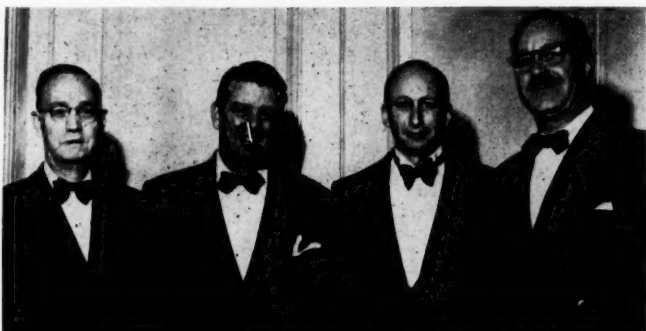
Net sales for the first nine months' operations were \$20,597,899 and net profit was \$230,730 (equal to 25c a share on the one dollar par common stock) after an estimated carry-back of federal income and excess profits tax of \$508,000. In 1951 the company reported net earnings of \$1,043,500, equal to \$1.14 per share on net sales of \$22,052,698 for the first nine months.

Sales of \$8,104,456 for the third quarter were the highest for any in the company's history, with Sept. setting an all time monthly high. Oct. sales exceeded those of Sept. and insured that the company had a profit before taxes for 10 months, Mr. Dewey said, adding that the end of the year is expected to show a small

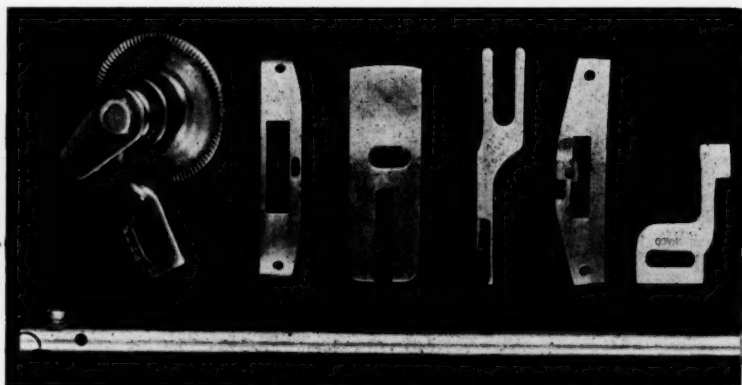
operating profit to which will be added the excess profits tax of \$542,599 incurred in 1951, which will be refunded to the company under the provisions of the excess profits tax law.

• Green Shoe Mfg. Co., Boston, is presently completing a new extension to its plant which will provide an additional 32,000 square feet of floor space. This will bring total floor space at the plant to 130,000 square feet.

FOUR CANADIAN PRESIDENTS



Heads of Canada's outstanding trade groups in the leather and shoe field pose at the recent Canadian Shoe & Leather Fair in Toronto. Left to right, Robert Scroggins, president of the Shoe Manufacturers Association of Canada; Harry Ferris, president, Canadian Shoe Retailers Association; Abbott Conway, president, Tanners' Association of Canada; and Clare Collins, chairman of the Canadian Shoe and Leather Council.



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St. Louis, Mo.

Woodridge, N. J.
Los Angeles, Cal.

Person to Person

• **William Schoellhorn** has been appointed manager of the Philadelphia office of American Dyewood Co., maker of tanning chemicals and dyes. He succeeds Stanley Shultz, who has retired. Schoellhorn has been a sales agent for the company in the Philadelphia area.

• **Ralph Stehling**, president of Chas. H. Stehling Co., Milwaukee, recently returned to the U. S. after an extended trip to Europe where he investigated new types of equipment.

• **Robert H. Chapman** has been appointed sales manager of the Schiaparelli Handbag Accessories division of Aristocrat Leather Products, Inc.



Chapman was previously associated with Buxton, Inc., as sales and advertising manager. The division will produce billfolds, purses, leather covered cigarette cases and compacts.

• **Laurence H. Whittemore**, president of Brown Co., Berlin, N. H., manufacturer of innersoles and other products, has been named chairman of the board. He will also continue to serve as president, a post he has held since Jan. 1, 1950.

• **Wilson D. Scott**, vice president and sales manager of Blackhawk Tanning Co. in Milwaukee has recently formed the Milwaukee Chief's Hockey Club in the International Hockey League. Jack Stover is general manager of the club and Eddie "Mud"

Bruneteau, former star of the Detroit Red Wings, is coach. The Chiefs will play all home games at the new municipal stadium in Milwaukee.

• **Clarence R. Martin**, formerly associated with Geo. Fromer Co., Pea-

body, Mass., recently rejoined the Chas. H. Stehling Co., Milwaukee tanning machinery firm. Martin is now located in Milwaukee as sales manager of Stehling.

• **Frank J. Crystal**, head of Tan-exco, Inc., of Chicago, recently returned to Chicago after an extended European trip during which he visited all countries except those behind the Iron Curtain. He attended the latest Tanners' Convention in Chicago upon his return.

• **Rocco Schiavonne** has joined the staff of Oomphies, Inc., New York slipper manufacturer.

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LEATHER TRADING PICKS UP BUT TANNERS FEEL PRICE SQUEEZE

Buyers Show More Interest In Leather But Resist Higher Prices

New York Market

Upper Leather: Reports from the National Shoe Fair in Chicago and business feeling for the spring season are good. Recent business here has been good with most tanners of sides but reports mixed due to the fact certain types of leather are in more demand than others. Some tanners are well sold up for the next four or five weeks, some more, while others are offering slight price concessions in order to move their leather.

Prices on chrome tanned large spread leather run from 46c to 50c and down. Some tanners get full lists while others sell a cent or two off, according to reports. Some tannages of large spread combination leather listed at 43-47c and down. Tanners have had plenty of business in the high price men's field which shoes seem to have a better demand than low priced ones. Leather for the casual shoe trade is moving well.

A good business has been going on in patent leather recently, with both domestic buyers and exporters taking on leather to the extent many tanners are well sold up. Prices heard domestically are around 85c and down for kips, 66c and down for

extremes and 43c and down for large spread. Some tanners quoting 55c and down on large spread patent for the export trade according to reports. There are some offerings of Canadian patent leather selling around 10c per foot cheaper than domestic tannages but it is understood these tanners are sold up now and are refusing further business.

Calfskins: Women's weight smooth and suede leather is really owed in a big footage for delivery within the next few weeks or so. However, new business not very broad in this area. Prices are firm, which would be natural in view of the strength in raw stock but many tanners' agents report they find price resistance whenever they talk present lists.

Suedes mostly 95c and down and smooth at 90c and down on women's weights but some leather salesmen say they have sent their tanneries orders at about 5c per foot less from these lists and have not been turned down as yet. However, these orders have been mostly of a fill-in nature and for delivery almost right away.

Sole Leather: Prices on sole leather bends remain unchanged and best demand centers on the heavy end

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1951 HIGH
CALF (Men's HM)	85-1.05	85-1.05	70-93	1.18-1.35
CALF (Women's)	80-95	89-95	70-90	1.15-1.30
CALF SUEDE	85-1.05	80-1.00	80-1.00	1.30-1.40
KID (Black Glazed)	75-90	75-90	70-1.05	80-1.25
KID SUEDE	80-96	80-92	70-95	70-1.02
PATENT (Extreme)	54-58	54-58	55-80	70-86
SHEEP (Russet Linings)	17-28	17-28	16-30	20-35
KIPS (Combination)	50-57	50-58	50-55
EXTREMES (Combination)	47-50	47-50	45-50
WORK ELK (Corrected)	36-44	36-44	50-60	68-73
SOLE (Light Bends)	68-70	67-70	82-88	1.02-1.08
BELLIES	23-25	23-25	30-36	64-68
SHOULDERS (Dble. Rgh.)	50-55	50-55	70-75	93-1.02
SPLITS (Lt. Suede)	34-38	34-38	36-41	40-45
SPLITS (Finished Linings)	21-23	21-23	20-25	26-30
SPLITS (Gussets)	16-18	16-18	21-26
WELTING (½ x ¾)	7½	7½	12½	13½
LIGHT NATIVE COWS	18½	17½-18½	25-26	41

All prices quoted are the range on best selection of standard tannages using quality rawstock.

such as 10 iron and up and 9/10 irons. The former is generally moving at 53-54c though some tanners have reported they have received up to 56c. On 9/10 iron bends 56c is about the general going level but here, too, others say they have gotten up to 58c. On middle weight bends 60-65c is about the level and on lights, 67-70c.

Bellies mostly 24-25c for cows and steers though some have been selling at 23c. Others report they are selling at 26c and have not had to sell below that figure. Double rough shoulders remain about the best seller in the sole leather market with prices there mostly between 47c and 52c as to weight, etc. Single shoulders continue quiet and there are many unsold stocks around.

Sole More Active

Sole leather tanners in Boston report more buying activity this week. Even more encouraging is report that several shoe manufacturers are once again showing interest in leather. Tanners feel that if prices remain right, they will win back some old customers, hold on to present ones. Price, of course, remains the big question.

In general, 10 iron and above bends bring 52-54c for better grades, below this for lesser quality. Some tanners try to hold to 56c for 9/10 iron bends but best sales are below this. Medium bends fair at 63c and down. Lightweights still 70c and below.

Sole Offal Moving

More and better sales reported this week by Boston sole offal tanners and dealers. Some feel definite trend toward leather insoles again, say customers they haven't seen for a year or more are talking business. Result is tanners are willing to make a concession or two to get these customers back on the books. Trade rumor that Sears, Roebuck now putting out new orders for leather insoles has tanners buzzing.

Best business still in bellies and double rough shoulders. Former bring 23-25c on average for both cows and steers. Double roughs move well at 52c and down on lightweights. Mediums at 49c, heavies at 45-46c. Singles still inactive. Heads quiet; listed around 15c and below. Fore shanks find some business at 13-16c, hind shanks at 18-20c with emphasis on lower prices.

Calf Active Again

New business reported this week by Boston calf tanners. Activity at and immediately after Chicago Shoe

Fair reflected in calf leathers, which are having best season in years. Recent price increases have scared off some shoe manufacturers into kips but better grade calf users are more active than ever.

Prices vary from tanner to tanner but interest centers in restricted price ranges. For example, best men's weight smooth calf brings about \$1.05 and below, although some tanners ask more. Volume buying at 85c and below. Women's weights move at 95c and below for top grades; best business at 80c and down. Suede also listed up to \$1.05 but trading more active at 90c and below.

Sheep Difficult

Sheep leather tanners in Boston report somewhat difficult situation. Scarcity and high prices of good pickle skins make it difficult for tanners to hold current lists. Buyers, on the other hand, show increasing price resistance.

Despite this, there is steady though not spectacular demand. Russet lin-

ings find interest at 24c and below. Best interest in boot linings at 24-25c, shoe linings at 14-18c. Chrome linings moderately active at 27c and below. Colored vegetable linings fair at 22-24c. Prospects for good season held encouraging but price situation worries tanners.

Garment suede continues to move at 30c and down for average grades. Better grades bring a few cents more. Garment grains quiet in mid-20's and below. Competition from horsehides hurts here.

Sides Strong

A good volume of sales reported in Boston market. However, new strength of hide market has tanners, already beset by strong buyer resistance, further worried. Shoe manufacturers say they must keep their own prices, hence costs, at current levels, refuse to go along with any increases. This means tanners must either make concessions and absorb rawstock increases or lose customers.

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Next few weeks should decide what will happen.

Top quality chrome-corrected kips steady at 56-57c for HM weights. Corrected vegetable kips at same levels. Combination-tanned, 4-4½ oz. kips, around middle and upper 50's. Combination-tanned extremes bring 50c and below for 4-4½ oz. skins. Chrome-tanned extremes at 45c and down. Work shoe retan still good at 42c and below.

Splits Moving

Good activity reported on both men's and women's weight suede splits. Former bring 44c and below for heavyweights in black and colors; women's around 37-38c. Linings move well at 21-23c. Other selections slower.

Gloves Slow Down

As usual, cheaper leathers dominate the field. Men's grey suedes hang on well at 34c and 28c. Iranians at 25c, 20c and 18c sell well. Domestic grains at not over 26c for the smooths enjoy fair sale in heavy weights.

Pigskins spotty with lower grades selling fairly well. Sudans at 36c down had a good run but easing off. Selective buying is the rule with manufacturers planning on bare shelves by the first of the year.

Bag, Case and Strap Same

Distributors have been able to sell some top quality tannages of case leather at around 46-48c for 2½ ounce and at 50-52c for 3 ounce in aniline finish. Regarding strap leather, Grade A russet finish in 4/5 ounce brings an average price of around 56c, 5/6 ounce 58c; 6/7 ounce 60c; 7/8 ounce 62c; 8/9 ounce 64c; 9/10 ounce 67c and 10/11 ounce 70c.

Work Glove Moves

Trade in work glove leather quite satisfactory. Demand for work gloves has been good owing to industrial activity in the country now at a record high. As a result, manufacturers have been booking orders and covering their requirements on leather.

Work glove splits in LM weight moving well at steady to firm prices ranging up to 15c for No. 1 grade, 14c for No. 2 grade and 13c for No. 3 grade. M weight alone is somewhat firmer; quoted at 16-17c for No. 1, 15-16c for No. 2 and 14-15c for No. 3 grade.

Garment

Horse hide garment leather has

moved well at 33c and down for good tannages and the market seems to be rather firmly maintained around that price basis.

Some additional business reported in sheepskin garment leather at 30-32c and down for better tannages of suede and at 28c and down for a good volume of ordinary suede leather. Top quality grain finish still listed at 28-29c and down but more business at 26c and down and even at less for ordinary to poorer descriptions.

Kid Active

Kid leather tanners of Philadelphia report business quite active. Those tanners processing colored glazed say they are doing business in as many as 15 shades.

Black suede, however, still holding its own and, by now, everyone expects it to continue throughout the year at the present level of activity. White in some demand in both glazed and suede.

Slipper leather remains slow. Nothing new reported in linings—they are going along at a fairly active level unchanged for the past several weeks. Tanners who handle crushed find it in excellent demand through white, black and a variety of colors. Nothing reported in satin mats.

Most tanners say that, for the present, they are not able to increase prices. However, there is a good deal of talk around that the possibility of a price rise is not to be discounted.

Average prices quoted:

Suede 32c-96c
Glazed 25c-92c
Linings 25c-60c
Slipper 25c-60c
Crushed 35c-75c
Satin Mats 69c-1.20

Belting Good

Belting leather tanners of Philadelphia find their business good. The shortages remain in evidence, as anything produced in lights and mediums is already booked and no surplus available in these weights. All prices unchanged.

Shoulders still big with sales made to specialties men and waist belting manufacturers. Apparently waist belting will be quite strong for a while.

Curriers say they still find excellent demand. Shortages continue to be somewhat of a problem and some curriers have raised their prices a few cents on these weights. However local quotations at their highest are still 4c lower than the New York quotations. Curried shoulders also remain in good demand

ACTIVE TRADING, NEW ADVANCES REPORTED ON HIDE MARKETS

*Sales of Several Selections Made At 1/2c Above
Previous Levels*

Packer Hides Stronger

Despite adverse factors such as seasonal deterioration in quality, and increase in production resulting from heavy receipts and stepped-up slaughtering operations by most packers during past few weeks, hide prices displayed a stronger undertone this week. Sales of several selections were made at advances of one half cent per pound.

Although many specialty tanners who buy only best quality hides are gradually withdrawing from market and confining purchases to preferred points, other tanners who have enjoyed good leather business apparently need more hides. Demand from regular tanning outlets has been good and as the week opened there was keen interest in all big packer selections on the list at fully steady prices.

Big four killers, however, were in a well sold up position and ahead into the kill at certain points on many items with the result that they could not offer hides very freely. Initial trading involved approximately 25,000 hides, Chicago and River heavy native steers bringing 16 1/2c, northern and river as well as Chi-

cago heavy native cows selling at 17c and light native cows from similar points bringing 18 1/2c. The advance brought further bids into the market at the new levels and additional trading was expected to follow, probably resulting in a clean-up of supplies by the end of the week.

Independents Moving

Packers' Ass'n. sold 2,300 light native cows at 18 1/2c prior to big packer trading in this selection at that price. Practically all the larger midwestern independent packers have been selling freely at going prices, sometimes following the big packers at established levels and in some instances obtaining advances in initial trading.

Early this week one Iowa packer sold a mixed car of light native steers at 19c and ex. light natives at 20 1/2c, registering a half cent advance. One New York packer sold 800 heavy native steers at 17c. Also, larger killers cleaned up southeastern light hides at up to 18c for native and 17c for branded, about 4,500 involved, while some San Antonio hides brought 22-18c, 1,500 traded.


HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Nov. 6	Close Oct. 30	High For Week	Low For Week	Net Change
January	16.82T	15.35T	17.05	15.92	+147
April	15.37B	14.70B	15.60	14.80	+ 67
July	15.02B	14.45B	15.32	14.55	+ 57
October	14.80B	14.27B	15.00	14.40	+ 53
January	14.65B	14.17B			+ 48
April	14.55B	14.10B			+ 45
Total sales: 342 lots					

HIDE AND SKIN QUOTATIONS


	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	16 1/2	16	16	26	28
Light native steers	19	18 1/2	18	28	31 1/2
Ex. light native steers	20 1/2	20	19 1/2	29 1/2	34
Heavy native cows	17	16 1/2	17	26	29
Light native cows	18 1/2	18	17 1/2-18 1/2	26	31
Heavy Texas steers	13 1/2-14	13 1/2	13 1/2	23	25
Butt branded steers	13 1/2-14	13 1/2	13 1/2	23	25
Light Texas steers	15 1/2	15 1/2	16	25	29 1/2
Ex. light Texas steers	17 1/2	17 1/2-18N	18	26	32
Colorado steers	12 1/2-13	12 1/2	13	22	24 1/2
Branded cows	15-16	15-15 1/2	15 1/2-16	24	28 1/2-29
Native bulls	8 1/2-10 1/2	8 1/2-10	9 1/2-10	19 1/2	20
Branded bulls	7 1/2-9 1/2	7 1/2-9	8 1/2-9	18 1/2	19
Packer calfskins	42 1/2-50	42 1/2-50	42 1/2-50	42 1/2-45	65
Packer kipskins	28-37 1/2	28-37 1/2	28-40	33-38	50



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2. What is the principle?	Introduction of clean, dry steam directly into the room.
3. Does it raise room temperatures?	One or two degrees at the most.
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5. How much is the operating cost?	The smallest unit costs a few cents per day for steam and electricity, the largest perhaps \$1.00 per day.
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8. Who uses it?	Write for list of users in your industry.



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FACTORY REPRESENTATIVES IN PRINCIPAL CITIES

Small Packers Up

Along with advances in big packer selections, higher prices realized for small packer hides. Following sales of light hides averaging around 42 lbs. reported last week at 17c flat fob shipping points, sales of similar small packers made up to 18c selected fob.

Good movement of medium average weight productions ranging from 48 up to 54 lbs. average in the range of 15-15½c selected fob shipping points and some sellers subsequently tried for 16c.

Heavier hides averaging up to 60-62 lbs. quoted around 13½-14½c selected fob shipping points depending upon quality, freight costs, etc. Fair amount of business in small packer bulls at 8-8½c selected fob.

Country Hides Firmer

This market has been firmer with more activity in practically all types of raw stock. Some lots of ordinary renderer hides sold up to 11-11½c for up to 50-lb. avg. while better lots of mixed hides including lockers and butchers have brought up to 12-12½c flat trimmed fob shipping points.

One car of very good city butcher hides avg. 53-55 lbs. brought 13c fob. This price also has been paid for lighter country locker-butcher hides averaging around 40-42 lbs. Glue hides sold mostly at the 9c mark fob shipping points and country bulls in carload lot sold up to 7c fob Chicago.

Calf and Kip Steady

Considerable interest shown for big packer calf and kip skins at steady to somewhat firmer prices. Additional sales of kip from river points at 32½c with overweights at 28c while southern kip and overweights brought 30-26½c, about 18,000 skins moving at these unchanged prices.

Last sales of premium points such as Evansville and Nashville kip at 37½c and 41½c respectively while 900 southeastern (Memphis) kip brought 25c.

Three packers cleared about 15,000 calf late last week, one selling 5,400 St. Louis-River and small plant heavy and light at 47½-42½c, another moving 4,500 St. Paul heavy calf at 50c and a third packer securing 50-45c for both St. Paul and River heavy and light.

Some carload lots of small packer calf reported sold at 37½-40c for good quality and business in small lots passed at 30-35c. Small packer kip last reported sold in carload lots at 26c. Country calf ranged 19-20c, the outside price for lights; country

kip 17-17½c, these prices for carload lots. Small lots quoted around 16-17c for both calf and kip.

Some trading in big packer regular slunks at \$2.00 while large hairless last brought 75c.

Horsehides Better

Good northern slaughterer untrimmed whole stock wanted at around \$7.25-7.50 fob shipping points and buyers have indicated they might go to \$7.75 if best heavy hides averaging over 70 lbs. can be obtained. Offerings of the preferred lots, however, not easy to locate following recently noted sales at the \$7.50 mark.

Lighter hides have sold at various discounts depending upon average weights, quality, and sections of origin. Trimmed hides about 75c less. Cut stock steady, fronts of northern slaughterer type ranging \$5.50-5.75. Butts, 22" and up, continue unchanged at \$2.00-2.10.

Sheep Pelts Firm

Market for shearlings and clips about steady and some additional sales reported by big packers at \$2.50-2.75 for clips, \$2.00-2.15 for No. 1 shearlings, \$1.50-1.60 for No. 2's and 90c to \$1.00 for No. 3's. More interest was reported for choice western descriptions in the range of \$2.75-3.00 per cwt. liveweight basis but buyers want to discount less desirable quality native lamb pelts by 25-35c.

Full wool dry pelts in carload lots held nominally unchanged at 28-30c fob. Pickled skins in carload lots firmer of late with last sales reported at \$12.00 per dozen for sheep and lambs.

Dry Sheepskins Mixed

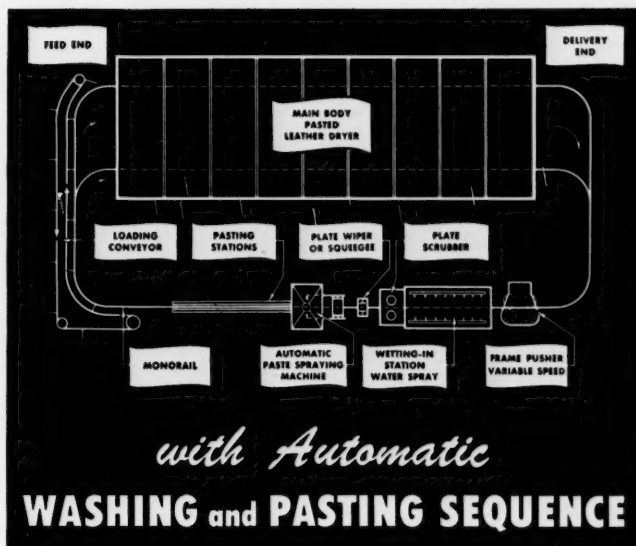
Interest and some business in regulars around \$12 c&f. with most shippers having slightly higher views. Recent buyers have been the shoe trade but they seem to be out and Fulton County has shown interest for regulars although the former seemed to want specials.

Australian wool sheep auctions have their ups and downs. Latest reports at Melbourne state new season lambskins and damaged bare to one inch sheepskins firm, all other descriptions one to three pence lower. 56s and up wool most affected and at Sydney, 56,000 offered and generally one to five pence lower, longer wools. 56s up, quarter wools under most affected.

Pickled Skins Scarce

Good demand for New Zealand skins but few available and difficult to confirm any business. Other vari-

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The frames move through the wetting-in station where the paste is softened on the plates. Next, a plate scrubber removes the wet paste and other particles. An automatic squeegee, or wiper, removes excess water from the plates. From there, the plates move through a paste spraying machine which sprays paste uniformly on both sides of the plate, the area being subjected to both horizontal and vertical control.

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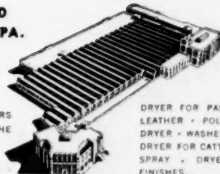
For additional information on the automatic washing and pasting sequence—or leather drying equipment—write to Proctor & Schwartz.

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WHITEMORE - WRIGHT CO., INC.



eties slow as offers usually limited and then at prices above buyers' views. Domestic market also firmer with latest sales western sheep and lambs at \$12 per dozen.

Reptiles Sticky

Both buyers and sellers seem adamant in their ideas and as there is a slight price difference, very few sales can be confirmed. Some trading in alum tanned water snakes, 3 inches up, averaging 3½ inches at 20c.

Shippers have firmed up on wet salted Agra back cuts with 8 inches up, averaging 9 inches held at 21c and 9 inches up, averaging 10 inches at 29c, 80/20 selection. Offers of wet salted Calcutta oval grains, 40/40 20, at 16c fail to interest buyers.

Not many offers of whips as in few instances where shippers made offers of Madras and U.P. bark tanned skins, buyers and sellers could not get together on the price. Some offers of Brazil back cut tejus, 15/50/25/10 assortment at 72c fob, with buyers' ideas 2c less. Except for spot lots of giboias selling, no interest in offers for shipment.

Deerskins Mixed

Chief interest seems to center on domestic skins as the season has opened up and dealers have been active operators in Pa. descriptions of wet salted varieties at \$1.50-1.75 and westerns at \$2.00 and higher, depending upon lots involved. Flint dries have sold at 37c per lb. Buyers seem to hold to the present levels as they anticipate a larger kill this season.

In foreign skins, some trading developed in Maranhao "jacks" at 71c fob., basis importers with further lots held at 75c fob. Most tanners are out of the market or else name lower views as they had bought heavily and are now satisfied to sit back and await developments.

Pigskins Inactive

Operators complain they are not receiving any offers, especially from Brazil. Although Fulton County is not very active as yet, dealers would like to start operating. Some business in Bolivian peccaries at \$1.52½-1.55 for greys and \$1.35 for blacks, c&f. basis.

Good interest in dry Chaco carpinchos and wet salted capivaras but not many offers received and shippers have firmed up in their ideas following late sales. Some Manaos grey peccaries sold for shipment at \$2.05, basis manufacturers. Interest in spot lots of blacks but shipper unwilling to accept bid level.

NEWS QUICKS

About people and happenings coast to coast

Vermont

- **Perfect Wood Heel Corp.**, newly-opened Rutland firm, is now turning out wooden heels for women's shoes. The firm is reported planning a rapid expansion.

Maine

- **Owen Lawton Shoe Co.** of Lewiston has executed an assignment for the benefit of creditors to Frank Painter of Lewiston, it is reported.

Missouri

- **Leo Co.**, St. Louis women's and children's shoes jobber, has moved to new quarters at 1328 Washington Ave., according to Leo Goldstein, president.

- Gale Pate, president of **The Juvenile Shoe Corp.**, of America, has announced plans for building additional facilities to increase production

of Lazy-Bones children's shoes at the company's Sarcosie plant. The new building is expected to add 25 percent production and a corresponding increase for in-stock service for dealers. Installation of new officers and additional machinery at Aurora is expected to expand production of Clinic nurses shoes by 25 percent.

Ohio

- The **Ohio Shoe Travelers Club** will hold its annual Spring Show at the Hotel Sheraton Gibson, Cincinnati, on Nov. 23-25. A full program is being planned.

- Creditors of **Longini Shoe Mfg. Co., Inc.**, Cincinnati, have agreed to accept the company's proposal for reorganization. The plan calls for the largest merchandise creditor to buy for 25 percent all claims of deferred creditors. Current creditors will be paid in full. Creditors accepting the

reorganization plan will receive a 25 percent profit participation certificate. This provides for creditors to receive 25 percent to be paid semi-annually out of one-half the net profits of the corporation after it has earned \$100,000 following completion of the reorganization.

Pennsylvania

- **Hanover Heel & Innersole Co.** of Hanover reports it has acquired machinery, equipment and personnel of the Heel Department of W. D. Byron & Sons of Md., Inc., of Hanover. Hanover Heel is running at capacity production on heels, insoles and fibre counters, according to R. E. Pitts, president.

California

- **Brief Shoe Co.**, Los Angeles manufacturer of women's shoes, is reported to have executed an assignment to Bernard D. Flaxman.

- **Jackson-Klein Mfg. Co.** has been organized to manufacture children's slippers at Culver City. Lou Klein is principal.

Chatterfree

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Massachusetts

• Officers of the newly-organized **Gail Shoe Mfg. Co.** at 51 Canal St., Salem, are H. Lewis, president; D. Youngman, treasurer; and A. Lewis, clerk.

• Assets of **Libby Shoe Co.**, Salem footwear maker, were sold at public auction by receiver, it is reported.

• **Bernard Co., Inc.**, upper leather dealer, is now open for business at 114 South St., Boston.

• **Leader Novelty Heel Co., Inc.**, is newly-formed at 495 Union St., Lynn, by Leader Heel Co. The new firm will make novelty heels.

• Referee has confirmed Chapter XI bankruptcy plan of **New Bedford Luggage Co.**, New Bedford makers of luggage, to pay unsecured creditors 20 percent within 30 days, it is reported.

• **Newbury Shoe Co.**, Newbury, has reached agreement on a contract with United Shoe Workers of America, CIO, according to Walter Espovich, counsel for the company. Officials of **Ruth Shoe Co.**, also of Newburyport, are currently negotiating a new contract with the union.

• Woburn tanneries, including **Beggs & Cobb Co.**, **John J. Riley Co.**, **Murray Leather Co.**, and **Woburn Hide and Leather Co.**, are reported working at near capacity and seeking help from out-of-town cities and towns. Openings are reported in all factories.

New York

• **Singer Sewing Machine Co.**, New York City, has published a bulletin describing operations of its Seam Research Laboratory and how seam problems are worked out for the needle trades.

• **The Velsor Leather Co., Inc.**, of 27 Spruce St., New York City, has been appointed exclusive sales agent for Middlesboro Tanning Co., Inc., newly-opened leather firm which recently purchased the former U. S. Leather Co. tannery at Middlesboro, Ky.

• **Endicott-Johnson Shoe Corp.** of Endicott, N. Y., reports production of its Guide-Step shoe has been increased by 30 percent over the past three months due to a corresponding increase in sales.

• President Moe Rosner of the **New York Superintendents' and Foremen's Association** has appointed a special committee to handle advance preparations for next May's International Foremen's Convention to be held in New York. Pat Pisano will serve as director of the group made up of Rosner, Charles Dinolfo and Vincent Melchore.

• **Pleaver Backing Corp.** of Long Island City has named two new sales representatives. They are Frank Brawley, who will cover Maryland, Virginia and Pennsylvania, and Leo Friedman, who will handle Metropolitan New York.

• **Duplan Corp.** of New York City is marketing new nylon crepe fabrics for the shoe industry. Developed with the use of Tekneek Yarn, the fabrics have a pebble surface and can be sewn without any sign of puckering.

• **Columbia Rubber Cement Co.** of Brooklyn has announced development of a new foam rubber cement called "Kwikstik Foam Cement." Claimed to be quick-drying, it reportedly leaves no depression tack.



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SHOE INDUSTRY REPORT

(Continued from Page 3)

time level." They indicate that this increased meat production will result from the four-year expansion of cattle herds. This increase in meat production, as forecast by the United States Department of Agriculture, naturally will result in an increased production of hides.

The availability of domestic hide supplies is determined by domestic cattle slaughter. Cattle slaughter follows the cyclical movement of cattle population. We are now in the upward phase of both the cattle population and cattle slaughter cycle.

In January 1949, the total cattle on farms was estimated at 77 million, 83 million in January 1952, and by January 1953, cattle population is expected to reach 94 million. This general increase in cattle population and cattle slaughter points to a very substantial increase in the availability of hides and skins to be used in the manufacture of shoes.

Cattle Hides

Federal Inspected Slaughter for the first nine months of 1952 was

9,371,000 as compared with 8,619,000 for the same period in 1951, a gain of 8.7 per cent. The total slaughter, which includes Federal Inspected and non-Federal Inspected, for the first nine months of 1952 was estimated to be 13,500,000.

The American Meat Institute has estimated that the total cattle slaughter for this year will reach 18,500,000 as compared with 17,000,000 in 1951. The Meat Institute has also estimated that cattle slaughter for 1953 will be 21,000,000 and expects this heavy slaughter to continue for several years, as has been the pattern in previous upward phases of the cattle population and cattle slaughter cycles.

The cattle population in the world is also increasing, which indicates that the world cattle slaughter figures should also increase in the next two or three years.

Calf and Kipskin

Federal Inspected Slaughter of calves for the first nine months of 1952 was 3,659,000 as compared to 3,683,000 in the same period of 1951, a decrease of 0.7 percent. The encouraging feature, however, about the calf slaughter trend is that in the first six months of 1952, calf

slaughter was 7 percent less than in the same period in 1951. The July, August and September calf slaughter, which was much heavier than the monthly rate in the first six months of the year, has practically wiped out the deficit. If the calf slaughter is as heavy in the latter part of October as it has been in the first two weeks of October, the 1952 Federal Inspected calf slaughter for the first 10 months will equal or exceed the same period in 1951. The total calf slaughter, which includes both Federal Inspected and non-Federal Inspected slaughter, is estimated to be 6,400,000, for the first nine months of 1951.

The American Meat Institute has estimated that the total calf slaughter for 1952 will be 9,200,000 as compared with 8,900,000 in 1951. The Institute also forecasts that calf slaughter will increase to 10,000,000 in 1953.

A great deal of the heavy calf slaughter at the present time can be attributed to the poor demand on the part of the feeders. Consequently, calves that they would usually buy for future preparation for market are now being slaughtered.

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Sheepskins

Federal Inspected Slaughter for the first nine months of 1952 was 8,980,000 compared with 7,240,000 in the same period in 1951, an increase of 24 percent. The total commercial slaughter, which includes Federal Inspected and non-Federal Inspected, for the first nine months is estimated to be approximately 10,000,000. Sheepskin imports for the first eight months of 1952 were reported to be 13,424,000, as compared with 6,893,000 for the same period in 1951, an increase of 94 percent.

This increase in both domestic sheep slaughter and sheepskin imports has greatly increased the number of sheepskins available this year as compared with 1951.

Goatskins

Goatskins which are all imported dropped to 18,072,000 for the first eight months in 1952, as compared with 24,754,000 skins in the same period in 1951, a 27 percent decrease.

Hide and Skin Prices

For the past five months the hide market has been relatively stable. This stability is accounted for primarily by the fact that the supply of hides has been adequate to meet the demand. However, a great deal of this stability can be attributed to careful buying and strong resistance to any leather price increases by shoe manufacturers. The calfskin market has increased in the past six weeks for most selections. This increase is presumably attributed to better quality skins which are available at this time.

With the slowing down of the rate of shoe production in August, the future estimated decrease of production by the Tanners' Council for September (42,000,000 pair) and the increased availability of hides and skins due to the heavy slaughter of the past two months, pressure on hide and skin prices should be lessened.

Summary

Briefly, this seems to be the picture at this time:

1) Retail sales of shoes are at approximately 1951 levels for the first nine months in dollars, but are running well ahead in pairs sold, due to the decrease in shoe selling prices. General forecast by the retail trade is for a continuance of 1951 levels for the rest of this year and for a fairly good sale of shoes in the spring season.

2) Shoe production for the first eight months of 1952 was 5.4 percent greater than in the same period in 1951 and 2.6 percent greater than the same period in 1950. These figures indicate a 500 million plus year.

3) Domestic cattle slaughter is running well ahead of last year with forecasts for even greater slaughter for the remainder of this year and 1953. Calf slaughter was slightly less for the first nine months of this year as compared with last year. However, it is expected that the October calf slaughter will bring the total calf slaughter for the first 10 months of 1952 equal to or greater than the same period in 1951.

4) Both the sheep slaughter and sheepskin imports are running well ahead of 1951 levels for the first nine months of 1952. The availability of sheepskins is much greater this year than last.

5) Goatskin imports are down but as has been previously pointed out goatskin availability is primarily determined by demand and price levels.

6) A great deal is made of the fact that the average per capita consumption of shoes changes very little over the years. Much has been said and done in an attempt to bring about substantial increases in per capita consumption of shoes. However, regardless of what the future might be with regard to increasing the per capita consumption, the shoe industry can look forward to, if present levels of per capita consumption are maintained, a gradual increase in the demand for shoes. This increase is based on expected increases in population.

The Bureau of Census has estimated that if the present birthrate continues the population will reach a minimum of 190,000,000 with a possibility of 200,000,000 by 1975, this being an increase of 30 to 40 million people in the next 23 years. If per capita consumption of shoes remains at approximately three pairs per year this would mean an increased shoe sales potential of one hundred million pairs.

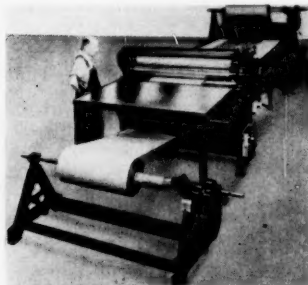
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NEW DEVELOPMENTS

(Continued from Page 10)

LAMINATING MACHINE

The new device is a 50-inch-wide combination conveyor gluing machine and laminator. It will laminate material such as leathers, cork, plastic, paper, leatherette and others. The machine is designed for sheet and webs continuous lamination. Materials of varying thickness can be combined. Coatings of adhesive



are easily controlled by a single adjustment of a patented dial. For hot glues an electric glue heater in the tank keeps the adhesive at the correct consistency. The tank is removable for quick cleaning.

An over-running clutch and auxiliary drive on the coating unit permits the coating rollers to run continuously. This eliminates the possibility of adhesive drying on the rollers. A single adjustment controls the pressure over the entire surface of the combining rollers. Equipped with two unwind stands to handle 40" diameter rolls of material with a shaft type rewind and Reeves variable speed drive. A tightening device is provided for the canvas conveyor belt.

The machine is constructed of heavy cast-iron frames. Over-all dimensions are approximately 22 ft. long, 6 ft. wide and 7 ft. high.

Source: Potdevin Machine Co., 285 North Street, Teterboro, N. J.

TWIN LASTS

A novel idea with excellent promotional possibilities is "twin lasts"—identical lasts made for boys and girls of similar ages, or men and women, father and son, mother and daughter. Shoes made over these lasts—mostly moccasin or loafer types (though adaptable to any types)—are also identical in pattern.

To go with these shoes are novelty ornaments with the insignia "him"

or "her." The basic idea may be varied on these ornaments—for example, the use of school or college colors, or "Senior" and "Junior," or romantic touches.

Purpose behind the idea is to create extra pairage sales through "twin" purchases.

Source: United Last Company, 140 Federal Street, Boston, Mass.

MAKE-EM-YOURSELF MOCCASINS

This tanner, confirmed believer in the idea that leather should show "Nature's trademarks" in the finished product, is now successfully merchandising what he calls a "Moccasin Kit." This kit consists of five separate, pre-cut pieces of leather, plus rawhide lacing and a piece of stiff wire. The leather is made of tough bull shoulders.

The kit contains a simple group of instructions, with illustrations, showing how to put together the leather pieces in one hour and have a pair of genuine soft-soled moccasins that can be used either for indoor or outdoor wear. The tough bull shoulder leather will provide extremely long wear. Moreover, because the grain is so obvious to the eye, there is the appeal of genuine leather.



The kit sells for \$2.85 in Canada.

Source: Ed. R. Lewis Leather Co., Ltd., 8 Bathurst St., Toronto, Canada.

SOLE ATTACHER

Known as the Rotomatic Sole Attacher, this new hydraulic machine is the first working model introduced. It is a four-station machine. The hydraulic mechanism is applied from the diaphragm rather than from the clamping mechanism. The same diaphragm will apply to any heel height up to 1 3/8. Beyond that height another diaphragm is inserted.

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★ MODEL B ★ MODEL C
★ MODEL L ★ MODEL LT

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PARTS • REDUCE SEAMS

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FREEMAN COMPANY

CINCINNATI, OHIO

The speed is variable, but can run up to an output of 3,000 pairs a day. The actual limit is dependent upon the speed of the operator.

Among its chief advantages are that it has a pre-shaped pad; it is the only true hydraulic, because the pressure is brought up from below; it is a compact, quiet machine, saves floor space; it has toe and heel post adjustments, with the posts designed to prevent damage to the last; there are quick adjusting ball cranks so that no tools are required; there are special safety features to prevent injury to the operator's hands.

This will be a royalty machine, but on a competitive basis. A new type of activator will go with the machine. It is a high-speed activator which does not scorch the sole. The machine can be used on any heat-activating or pressure-sensitive type cements.

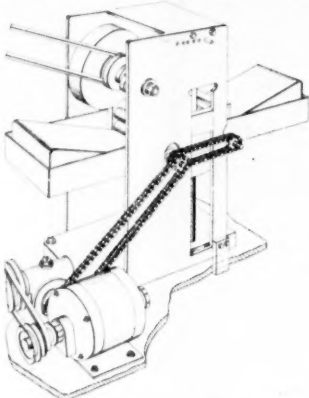
Source: International Shoe Machy. Corp., 292 Main Street, Cambridge 42, Mass.

SOAKING HIDES

This is a method and apparatus for treating hides and skins with a liquid or vapor by working or vibrating successive narrow portions of a hide or skin while these portions are

in contact with the fluid or vapor. Although not limited to heavy hides, this invention has particular reference to "wetting back" of such stock. This operation, as heretofore carried out, often consumes many hours or even days.

The "wetting back" or soaking is the operation used to condition the



stock for subsequent operations such as liming, bating and tanning.

Heavy hides, when treated by this invention, can be thoroughly per-

meated by the treating liquid in a few minutes.

A feature of this method is the feeding of a hide or skin along a predetermined path leading through a narrow work zone in the liquid bath and the individual vibrating of successive cross-sectional portions of the stock while in contact with the liquor in that zone and in directions substantially normal (i.e., perpendicular) to the path of feed.

Another feature resides in a combination of elements in which a member is slotted to receive the full cross section of a work piece to be treated. This member is mounted for reciprocal movements to impart momentary and limited distortion to individual and successive narrow strips, or to portions of the work piece as the latter is contacted by treating liquid.

The member for imparting such vibrations is a pair of cooperating blades with opposed edges for contacting opposite sides of successively fed narrow cross-sectional strips of the hide. These blades operate in a zone of liquid and in vibratory relation with work guides contiguous to each side of the pair of blades.

Source: United Shoe Machinery Corp., Boston. Pat. No. 2,590,194.

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Model W4-24" Traud Automatic. Machine must be in first class operating condition. State year purchased, length of time used, and price.

Address K-17,
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1—Aulson 24" Automatic Feed Buffing Machine
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Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday. Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

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Wanted

Top Grain Leather Upholstery Large Pieces. Tan, russet, red, yellow, green, black and brown Morocco or pin seal goat pieces. Natural russet calf pieces. Large. Need large quantities. Address L-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

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EXPERIENCED PATTERN AND PRODUCTION MAN with know-how on Rubber Outer Footwear.

This is a fine opportunity for the right man. Top Salary.

Address L-3,
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Chicago 6, Ill.

Representatives Wanted

WELL ESTABLISHED IMPORTERS of complete line on Tanning Extracts and Chemicals looking for representatives calling on Tanneries. Attractive terms, salary and commission or straight commission. Write full qualifications in confidence to L-1, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Shoe Manufacturer

A SUBSTANTIAL, successful women's shoe manufacturer, located Ohio-Indiana area, has a fine opportunity for a young manufacturing executive. The individual must be under 40 years of age and thoroughly schooled in all phases of shoe manufacturing from the pattern room to the finishing department. Write fully and confidentially to L-2, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Situations Wanted

Shoe and Tannery Finishes

GRADUATE CHEMIST, with over 25 years' experience in development, supervision of production and demonstration of shoe and tannery finishes, desires to be connected with manufacturer either on a full time basis or on a part time consulting basis. Address K-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Shoe Factory Superintendent

Man of wide experience on Misses', Women's and Children's welts, Compos and Californias, available at once. Exceptional references. Known production and quality thoroughly. Prefers eastern U. S. but will go anywhere if opportunity attractive. Apply Box Y-4, Leather and Shoes, 10 High St., Boston 10, Mass.

Experienced Hideman

Seeks position for receiving and/or selling hides and skins. Personable, capable, positively hard worker. References. Write—c/o Leather and Shoes, Box Y-3, 10 High Street, Boston 10, Mass.

Fabric Position Wanted

Experienced shoe fabric converter in his thirties, college graduate, well versed in many phases of selling, purchasing and office management, excellent record in export field, seeks new connection with a future and profit participation. Prepared to establish active branch office if needed. Apply Box Y-2, Leather and Shoes, 10 High St., Boston 10, Mass.

Experienced Hide Man

Thorough knowledge of receiving, sorting hides and skins with a judgment of tanning purposes. Good negotiator, able and willing worker along the line. Age 40, personable, references. Write Y-7, Leather and Shoes, 10 High St., Boston 10, Mass.

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Coming Events

Nov. 9-12, 1952 — Spring Shoe Show. The Southwestern Shoe Travelers Association. Hotels Adolphus, Baker and Southland, Dallas, Texas.

Nov. 16-19, 1952 — Parker House Shoe Show, sponsored by Boston Shoe Travelers Association, Parker House, Boston.

Nov. 30-Dec. 4, 1952—Popular Price Shoe Show of America. Showing of shoes for Spring 1953, sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York.

March 2-4, 1953—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York City.

March 3-4, 1953 — Showing of American Leathers for Fall and Winter, 1953. Sponsored by Tanners' Council of America, Waldorf-Astoria, New York City.

April 9-10, 1953 — Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association, Netherlands-Plaza Hotel, Cincinnati, O.

August 17-19, 1953—Allied Shoe Products and Style Exhibit, Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1953. Sponsored by Tanners' Council of America, Waldorf-Astoria, New York City.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

Deaths

T. Edward Cunningham

... 73, retired shoe manufacturing executive, died Oct. 30 in Frisbie Memorial Hospital, Rochester, N. H., after an illness of 10 days. A resident of Rochester for the past 24 years, Cunningham retired some 10 years as superintendent of Hubbard Shoe Co. in East Rochester. Previously, he had been a partner in John Emerson & Co., Rochester shoe firm, and for many years was an executive with F. M. Hoyt Shoe Co. in Manchester. He was treasurer of the Rochester Chapter of the American Red Cross. Surviving are two brothers, Daniel and Peter.

William A. Dickson

... 78, shoe counters executive, died at Frisbie Memorial Hosuital, Rochester, N. H., on Oct. 26, a week after suffering injuries in a fall at Whelan, Mass. Dickson was superintendent of the Spaulding Fibre Co. plant in South Milton, N. H., until his retirement in 1940. He was a Mason. Surviving are his wife, Grace; three daughters and two brothers.

Andrew J. Davis

... 67, leather executive, died recently in Toronto, Ont., Canada. Well-known in the Canadian tanning industry, Davis was a former vice president of Davis Leather Co., Ltd., of Newmarket, Ont., one of Canada's leading tanneries.

Andrew M. Roblee

... 80, leather broker, died recently of a cerebral hemorrhage while at his home in University City, Mo. Active in the leather brokerage business for many years around the St. Louis area, Roblee was also an elder of West Presbyterian Church for many years. He leaves his wife, Amy (Lovell); and two sons, Dr. Melvin A., and the Rev. Frederick A.

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